



## CITY OF DAHLONEGA

### Dahlonaga Downtown Development Authority / Main Street Program Work Session Agenda

April 17, 2025, 8:30 AM

McCullough Council Chambers – City Hall

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In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 706-864-6133.

Vision – Dahlonaga will be the most welcoming, thriving, and inspiring community in North Georgia

Mission Statement - Dahlonaga, a City of Excellence, will provide quality services through ethical leadership and fiscal stability, in full partnership with the people who choose to live, work, and visit. Through this commitment, we respect and uphold our rural Appalachian setting to honor our thriving community of historical significance, academic excellence, and military renown.

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#### **Vision Statement**

Downtown Dahlonaga will retain its role as the heart of the region and the center for community and economic development. It will have an inviting appearance, highlighted by historic architecture. It will enhance the civic, cultural, and economic vitality of the entire community.

#### **Mission Statement**

The purpose of Downtown Dahlonaga is to stimulate and sustain economic development in downtown area by encouraging cooperation and building leadership; by advancing a positive image of downtown and promoting it as an exciting place to live, shop, and invest; by sustaining and improving the appearance of downtown; and by strengthening and expanding the economic base of downtown.

#### **Call to Order**

#### **Approval of Agenda**

#### **Approval of Minutes**

1. Downtown Development Authority/Main Street Program Work Session - April 3, 2025  
Ariel Alexander, DDA Director

#### **Promotion**

- a. Main Street Programs Update  
Skyler Alexander, Main Street Manager

#### **Economic Vitality**

- a. Discussion of Grant Matching Award Maximum  
Ariel Alexander, DDA Director

#### **Partner Agencies**

1. City of Dahlonaga
2. University of North Georgia
3. Chamber of Commerce/DALC
4. Tourism/CVB
5. Downtown Dahlonaga Business Association

## Adjourn

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Guideline Principles - The City of Dahlonaga will be an open, honest, and responsive city that balances preservation and growth and delivers quality services fairly and equitably by being good stewards of its resources. To ensure the vibrancy of our community, Dahlonaga commits to Transparency and Honesty, Dedication and Responsibility, Preservation and Sustainability, Safety and Welfare ...for ALL!

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# CITY OF DAHLONEGA

## Downtown Development Authority Minutes

April 03, 2025, 8:30 AM

Dahlonega City Hall- Gary McCullough Council Chambers

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### **PRESENT**

Chair Awtrey Moore

Vice Chair Zach Payne

Board Member Melanie Dunlap

Board Member Erick Jones

Board Member Deb Rowe

### **Call to Order**

Chair Moore called the meeting to order at 8:34 a.m.

### **Approval of Agenda**

Chair Moore called for a motion to approve the agenda. Board Member Dunlap made the motion, which Board Member Rowe seconded.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, and Board Member Rowe.

### **Approval of Minutes**

1. Downtown Development Authority/Main Street Program Work Session - March 6, 2025  
Ariel Alexander, DDA Director

Chair Moore called for a motion to approve the minutes. Board Member Dunlap made the motion, which Board Member Rowe seconded.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, and Board Member Rowe.

### **Promotion**

- a. 147 North Park Street Concept Review

Zach Payne, Vice Chair

Vice Chair Payne presented preliminary conceptual plans for 147 North Park Street based on comments from other board members from last month's property walkthrough. The board agreed that further plans for the property should include a beam frame structure that could be built out later for a full event center but that, for the time being, can serve as an additional event space. The board agreed that housing developments could be focused in other areas, and no housing development will be planned now. Permeable pavers should be used for parking to allow for as much green space as possible. They also agreed that a landscaping plan should be implemented to provide the appropriate buffers between the property and the surrounding neighborhood.

### **Design**

- a. Community Tour Schedule

Ariel Alexander, DDA Director

Director Alexander said she was planning a trip to Madison, Georgia, to meet with their Downtown Development Authority staff and view housing developments they completed for their community. The board agreed to visit Madison on May 15, 2025.

### **Economic Vitality**

#### **Organization**

- a. Financial Report

Chair Moore called for a motion to approve the financial report as presented. Board Member Dunlap motioned to approve, which Board Member Rowe seconded.

Vice Chair Payne asked for an update on the incentives fund. City Manager Martin reported that \$180,000 remains in the fund.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, and Board Member Rowe.

- b. SBIG Application: Shenanigans Irish Pub

Ariel Alexander, DDA Director

Board Member Rowe recused herself from the discussion and vote.

Director Alexander presented a small business improvement grant for Shenanigans Irish Pub to improve its kitchen space. Board Member Dunlap motioned to approve the grant for \$500.00, which Vice Chair Payne seconded.

Voting Yea: Vice Chair Payne, Board Member Dunlap, and Board Member Jones.

- c. Façade Grant Application: 12 North Park Street

Ariel Alexander, DDA Director

Director Alexander presented a façade grant application for 12 North Park Street to paint and repair the wood on the building. Board Member Jones noted that the packet was missing a quote from a licensed contractor. Director Alexander clarified that it was in the private packet and sent the quote to all board members via email. Board Member Jones motioned to approve the grant for \$2,100.00, which Board Member Rowe seconded.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Payne, Board Member Rowe.

### **Partner Agencies**

1. City of Dahlonega

City Manager Martin reported that work on the Community Revitalization Plan had begun. She also stated that housing initiatives and zoning work continue. She also announced that the city and county would be working with GDOT to begin a traffic study for the community.

2. University of North Georgia

Board Member Jones asked staff to follow up with the University regarding the 4<sup>th</sup> of July Fireworks show.

3. Chamber of Commerce/DALC

No report.

4. Tourism/CVB

Director McDuffie stated that new billboards would be placed throughout the state. He also reported that his staff would be monitoring the geofence for the Bear on the Square Festival weekend.

5. Downtown Dahlonega Business Association

Manager Alexander reported on behalf of the Downtown Dahlonega Business Association that their membership has increased from nine to thirty since the beginning of the year. They will also be reviewing their by-laws this year.

### **Adjourn**

Chair Moore called for a motion to adjourn at 10:01 a.m. Board Member Dunlap motioned to adjourn. Board Member Rowe seconded.

Voting Yea: Vice Chair Payne, Board Member Dunlap, Board Member Jones, Board Member Rowe.

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## Main Street Program / DDA Board Agenda Memo

<b>DATE:</b>	April 10, 2025
<b>TITLE:</b>	Discussion of Grant Matching Award Maximum
<b>PRESENTED BY:</b>	Ariel Alexander, DDA Director
<b>AGENDA ITEM DESCRIPTION:</b>	As requested at the April 3rd DDA Board Meeting, staff has presented a discussion item regarding increasing any matching amounts for our current incentives programs.
<b>HISTORY/PAST ACTION:</b>	Using funds from a bond agreement with UNG, the DDA created a fund balance to be used for improvements to downtown. The board created three incentives to support business and property owners. In 2022, the DDA moved to increase the matching award amounts for the Facade, Sprinkler/Wiring, and the monitored fire alarm system grants from \$1,500.00 to \$5,000.00. In 2023, the DDA created the Small Business Improvement Grant with a fund of \$12,500.00, and a matching award amount maximum of \$500.00.
<b>FINANCIAL IMPACT:</b>	The DDA currently has \$180,000.00 in the fund balance designated for improvements to downtown. At this point in the year we have approved two grants at a total amount of \$2,600.00.
<b>RECOMMENDATION:</b>	If an increase is desired, staff recommends an increase to the Small Business Improvement Grant matching amount from \$500.00 to \$1,000.00, while keeping the fund at \$12,500.00. Based on interest in the other three grants, staff is comfortable with maintaining the current matching amount.
<b>SUGGESTED MOTIONS:</b>	I make a motion to increase the Small Business Improvement Grant matching amount maximum from \$500.00 to \$1,000.00 for one year, beginning May 1, 2025.

<b>ATTACHMENTS:</b>	